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Co 4/3/51

fashion calendar

january

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january - 1958

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february - 1958

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march - 1958

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1957

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 3, 1957</u>			
Monday June 3 10:00 A.M.; 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation. <u>June 3-5</u> at 10:00 and 2:00. <u>June 6</u> at 10:00. <u>June 10-12</u> at 10:00, 2:00 and 3:30. <u>June 13</u> at 10:00 and 2:00. Contact: Kay Keniry; Publicity: Marian Sherwood, MU. 3-1194.	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Monday June 3 11:45 A.M.	OPENING: FALL COAT & SUIT COLLECTION Zelinka-Matlick will present their Fall coat and suit fashions daily at 11:45 A.M. Contact: Gerald Matlick, BR. 9-5100.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE FALL COLLECTION Sportsmaker will preview Brigance's Fall collection of dresses, blouses and at-home clothes. By invitation. <u>Trade showings June 5, 6, 11, 13</u> at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 3 3:30 P.M.	PREVIEW OF FALL JUNIOR FASHIONS For press and buying offices, by invitation. <u>Trade at 11:30 A.M.</u> there- after. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 3 4:00 P.M. Cocktails	FALL FASHION PREVIEW AT COCKTAIL PARTY "Young Viewpoint Fashions"--annual fashion show to introduce their Fall collection. By invitation. Contact: Arleen Fischer, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Beginning Monday June 3 4:30 P.M. Cocktails	FALL GLOVE FASHIONS "Maison du Gant Francais"--French leather gloves for Fall. By invitation. (Press and N.Y. stores, June 3 at 4:30). Showings daily from <u>9:30 A.M. to</u> <u>6:00 P.M., June 4-15</u> . Luncheons by reservation. Cocktails daily. Contact: Charlotte Klein at Edward Gottlieb Assoc., 2 West 45, MU. 7-3050.	LEATHER GLOVE PRODUCERS OF FRANCE	HOTEL ALGONQUIN ROOM 306
Postponed June 3	WONDERKNIT'S SUNSET YACHTING CRUISE AND FASHION SHOW, ORIGINALLY SCHEDULED FOR 6:00 P.M., HAS BEEN POSTPONED TO JUNE 10-14. (See Page 6).		
Beginning Monday June 3	OPENING: FALL COUTURE COLLECTION Mary Black will present her afternoon, cocktail and evening dresses. Contact: Anne Towne, PL. 8-2014.	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 3	OPENING: FALL COAT COLLECTION Showing of Fall coats. Continuous thereafter. Contact: Alan Baron, PE. 6-8867.	HENRY FRIEDRICKS, "BRITTANY"	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 3	OPENING OF FALL COLLECTION Continuous showings of Fall skirts and separates, designed by Allen Falk. Contact: PE. 6-2515.	LEYTON SPORTSWEAR	1384 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Monday June 3	OPENING: FALL-WINTER JEWELRY COLLECTION Fashion jewelry and boutique gift collection, For press and trade. By appointment. Contact: MU. 5-7390. Publ: Gina di Grandi Assoc., Pl. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 3	FALL COLLECTION OF SCARVES Showing of international fashions in scarves, stoles, collars, jackets and shrugs. Publicity: Peggy O'Grady, 299 Madison Ave., MU. 2-0752.	BAAR & BEARDS, INC. (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 3	FALL SCARF COLLECTION Tyrolean-inspired scarves and fashion accessories. Continuous daily. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 3	OPENING OF FALL SCARF COLLECTION Showing of back-to-school and Fall Glentex scarfs, neckwear and accessory wraps. Publicity: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 3- June 17	SHOWING OF FALL SPORTSWEAR COLLECTION Rudi Gernreich will show his Fall dresses and suits, coordinated with his first shoe collection. Contact: Rudi Gernreich, MU. 7-4400, Ext. 408.	RUDI GERNRICH (BEVERLY HILLS)	HOTEL ALGONQUIN 59 W. 44 - SUITE 408
Monday June 3- June 21	"BACK TO BUSINESS" CAPSULE CLINIC Preview of Fall ready-to-wear and accessories from Aug.-Sept. issues. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings. By appointment. Contact: Natalie H. Schram, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.
Tuesday June 4 9:30 A.M.	PRESS PREVIEW OF BEAVER FASHIONS "A Rainbow Range of Colors in Beaver". Publ: Rosemary Sheehan, MU. 5-1280.	FANTASIA FURS, INC. (STESSEL & WARE, INC.)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 4 10:00 A.M.	OPENING: FALL COCKTAIL AND FORMAL COLLECTION Continuous showings daily thereafter. Contact: Zara Ossam, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 4 10:00 A.M.- 5:00 P.M.	OPEN HOUSE: PREVIEW FALL COLLECTION Informal showing of junior Fall fashions, designed by Jack Baker. For press and store buyers, by invitation. Publicity: Ken Williams, JU. 6-8217.	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
Tuesday June 4- June 20 10:00 A.M.	OPENING: FALL AND WINTER LINGERIE COLLECTION "Vanity Fair's Treasure Caravan"--showings at 10:00, 11:00, 2:30 and 3:30, June 4 - 19; and June 20, 21 at 10:00 and 11:00. Contact: Dorothy Tivis, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday	OPENING OF FALL DRESS COLLECTION	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
June 4 10:30 A.M.	Jerry Greenwald's Fall dress and ensemble collection, designed by Violet Feigin, at 10:30 A.M. daily. Contact: Demi Daniels, LO. 5-4850.		
Tuesday	OPENING OF	ARKAY; RAPPI;	498 SEVENTH AVENUE
June 4	FALL COLLECTION	MARGOT DRESSES	SHOWROOM - 19TH FLOOR
11:00 A.M.	Will Saunders for Arkay at 11:00; Rappi at 2:00; Anne Fogarty for Margot at 3:00. Daily thereafter at same hours. Contact: Honi Greenberg for Arkay and Rappi; Nancy English for Margot, LO. 5-2626.		
Tuesday	OPENING: COUTURE	COUNTESS ALEXANDER	530 SEVENTH AVENUE
June 4	FALL FASHIONS		SHOWROOM - 9TH FLOOR
11:30 A.M.	Showing of daytime, cocktail and evening fashions. By invitation. Daily thereafter at 11:30. Contact: Sylvan Fox, CH. 4-5693.		
Luncheon			
Tuesday	OPENING OF FALL JUNIOR COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY
June 4			SHOWROOM - 26TH FLOOR
12:00 Noon	Trade showings at 12:30 P.M. daily except Friday, through June 13. By invitation. Contact: Audrey Waymouth, OX. 5-3150.		
Luncheon			
Tuesday	OPENING OF	MADELEINE FAUTH	1400 BROADWAY
June 4	FALL COLLECTION		SHOWROOM - 16TH FLOOR
12:00 Noon	"Clothes For You"--designed by Madeleine Fauth. Daily thereafter through June 13, at 12:00 Noon. Contact: Isabelle Crawford, BR. 9-7700.		
Luncheon			
Tuesday	ANNUAL GRADUATION	TOBE-COBURN SCHOOL	WALDORF-ASTORIA
June 4	LUNCHEON	FOR FASHION CAREERS	EMPIRE ROOM
12:30 P.M.	Presentation of awards to outstanding alumnae at twentieth luncheon. Contact: Florence Grossman, TR. 9-4644. Publicity: Barbara Winters, at Constance Hope, 200 West 57th Street, PL. 7-0515.		
Luncheon			
Tuesday	PREVIEW OF FALL DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE
June 4			SHOWROOM - 7TH FLOOR
1:00 P.M.	Mr. Mort's Fall dress collection, designed by Lee Evans, will be presented June 4, 5, and 6 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.		
Tuesday	FALL SEPARATES, DRESSES, SPORTSWEAR	TINA LESER	550 SEVENTH AVENUE
June 4			SHOWROOM - 20TH FLOOR
2:30 P.M.	Daily at 11:30 A.M. and 2:30 P.M. By invitation. Contact: LO. 5-7514.		
Tuesday	PREVIEW OF FALL MILLINERY COLLECTION	JOHN FREDERICS	6 WEST 57TH STREET
June 4			SALON - 7TH FLOOR
2:30 P.M.	Preview of John Frederics' Fall hats. By invitation. Contact: Joseph Mann, CI. 7-7745.		
Tuesday	TWENTY-FIRST ANNUAL COLLEGE CLINIC	MA DEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
June 4			
4:30 P.M.	"Your Direct Line To The Campus"--back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, PL. 9-2080.		
Cocktails			
Beginning Tuesday	OPENING: WOMEN'S FALL FASHIONS	LESLIE POMER	1400 BROADWAY
June 4	Showing of half-sizes. Contact: Isabelle Crawford, BR. 9-7700.		SHOWROOM - 16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 4	OPENING: FALL COUTURE COLLECTION Dorothy Dickerson will present her Fall dresses for daytime, dinner and evening. Continuous daily thereafter. (<u>Note Change of Date.</u>) Contact: Ann Sadowsky, EL. 5-7695.	DOROTHY DICKERSON	19 WEST 57TH STREET SHOWROOM - 6TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL DRESS COLLECTION Continuous daily showings of junior daytime and cocktail fashions, designed by Frances Frisco. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Tuesday June 4	OPENING OF FALL COLLECTION Showing of young formals and cocktail dresses designed by Ted Shore. Continuous daily thereafter. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 4- June 14	SHOWING: MACHINE MAKING "TASLAN" TEXTURED YARNS A machine showing the process for making "Taslan" textured yarns from basic filament yarns will be demonstrated, with a group of fabrics on display. Press all day June 4 except 12:00 Noon to 1:00 P.M. Press contact: Suzanne Woodward, LO. 3-6400, Ext. 303. Demonstrations for retail buyers and garment manufacturers, <u>June 5 - 14</u> . Trade Contact: Arthur Wingate, LO. 3-6400, Ext. 225.	DuFONT CO.	EMPIRE STATE BUILDING SHOWROOM - 4TH FLOOR
Wednesday June 5 9:30 A.M. Breakfast	PRESS PREVIEW: GIRLS' DRESSES AND COATS Showing of coordinated girls' fashions by Helen Lee. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	HELEN LEE OF ALYSSA AND PEGGY 'N SUE	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 5 12:00 Noon Luncheon	ANNUAL INFANTS' WEAR SHOW Annual luncheon for infants' wear buyers and merchandise managers. By invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday June 5 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Fall fashions. By invitation. Trade showings daily thereafter at <u>10:30 A.M. and 2:00 P.M.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 5 4:00 P.M.	OPENING: JUNIOR FALL COLLECTION By invitation. Also June 12, at 4:00 P.M. Contact: Dorothy David, at Darbury, IA. 4-5323.	DONALD BROOKS FOR DARBY	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday June 5 4:00 P.M.	PRESS PREVIEW: NEW SHOWROOM Press showing of Fall foundations. By invitation. Publicity: Gladys Steiner, PL. 1-2820.	FORTUNA FOUNDATIONS	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR
Wednesday June 5 4:30 P.M. Cocktails	PREMIERE SHOWING OF ROME FASHIONS Showing of Capucci Fall collection. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	CAPUCCI OF ROME FOR DAVID	SHERRY NETHERLAND CRYSTAL PAVILLON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 5 5:00 P.M. Dinner	ANNUAL FASHION COORDINATORS' MEETING For store merchandisers, fashion coordinators and publicity directors. Cocktails and dinner. By invitation. Contact: Doris Janitschek, PE.6-5836.	CAVENDISH TRADING CORP. (1412 BROADWAY)	HOTEL NEW YORKER EMPIRE SUITE
Wednesday June 5 5:30 P.M.- 7:30 P.M.	COLLEGE FASHION SHOW "Glamour Magazine" will preview fashions from their August issue. For store representatives, by invitation. Publ: Lucia Depew, LE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
Thursday June 6 8:30 A.M. Breakfast	PRESS PREVIEW OF FALL JUNIOR DRESSES Showing of junior daytime and cocktail collection. By invitation. There- after continuous daily in showroom. Contact: Arnold Schwedock, CH. 4-1085. Publicity: Helen O. Borger, 667 Madison Avenue, TE. 8-0937.	JULES FURST, INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Thursday June 6 9:00 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC AND EXHIBIT Merchandise exhibit, 9:00 to 9:45 A.M.; clinic and fashions shows, 10:00 to 12:00 Noon; merchandising luncheon forum, 12:30 to 2:00 P.M. By reservation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL STATLER GRAND BALLROOM
Thursday June 6 9:30 A.M.	OPENING OF ADULT SEWING CONTEST Press party for opening of Singer Adult Sewing Contest. Announcement of Grand Prize winner, Thursday June 13 at 10:30 A.M. By invitation. Publicity: Anne Cunningham, Young & Rubicam, 285 Madison Ave., MU.9-5000.	SINGER SEWING MACHINES	B. ALTMAN & CO. CHARLESTON GARDENS
Thursday June 6- July 7 9:30 A.M.- 5:30 P.M.	GALLERY OF FASHION A showing of fashions from the August issue, from 9:30 A.M. to 5:30 P.M., June 6-7. For tie-in stores and their buying offices, by invitation. Contact: Berta MacDonald, PL. 1-2100.	HARPER'S BAZAAR (572 MADISON AVE.)	HOTEL AMBASSADOR DIPLOMAT-GR.BALLROOM
Thursday June 6 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS "Celebrity Collection"--Mr. John's fur fashions for Fall and Winter. By invitation. Publicity: Toni Woodward, MU. 8-4905.	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 6 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Showing of Fall fashions, followed by luncheon. By invitation only. Trade showings, Tuesday, June 11 and Thursday, June 13 at 4:00 P.M. Contact: CT. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday June 6 3:30 P.M.	PRESENTATION OF AUGUST FASHIONS Fashion show of August promotion for "Seventeen" tie-in stores and buying offices. For tickets (\$3.50), contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL PIERRE GRAND BALLROOM
Thursday June 6 4:00 P.M. Cocktails	PRESS PREVIEW: FALL RAINWEAR COLLECTION Helen Van Vliet will preview Fall and Winter rainwear fashions. By in- vitation. Daily thereafter in showroom. Contact: LO. 4-8834.	TOWN CREATIONS (525 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY

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Thursday June 6 7:00 P.M. Dinner	SILK FASHION SHOW FOR THE TRADE Showing of Fall silk fashions at dinner for buyers. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, U.S.A.	WALDORF-ASTORIA EMPIRE-SERT ROOMS By invitation.
Monday June 10 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Showing of Fall and Winter fur collection. (<u>Note Change of Date and Time</u>). By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	BEN KAHN	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Monday June 10 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "La Donna Americana" preview of fur fashion trends by Fredrica (Arthur Schwartz, designer). By invitation. Trade showings, <u>June 11 and 12 at 10:00 A.M.</u> Thereafter by appointment only. Publicity: Gertrude Rossiter, CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 10 4:00 P.M.	PREVIEW OF MEN'S AND BOY'S FABRICS DuPont will preview men's and boys' fabrics for Spring, 1958. <u>Trade showings June 11-14.</u> By invitation only. Press contact: Wright Johnson, LO. 3-6400, Ext. 259; Trade contact: David Demme, Ext. 279.	DuPONT	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 10 4:30 P.M.	PREVIEW: FALL AND WINTER FUR FASHIONS Preview of couturier furs by Coopchik-Forrest. By invitation only. Contact: LO. 4-4726.	COOPCHIK-FORREST, INC.	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday June 10 5:00 P.M.- 7:00 P.M. Cocktails	FALL MERCHANDISING PRESENTATION "Trends"--Simplicity fashion show at 5:45 P.M. Guest Speaker: Tom Carroll of Frederick Atkins Inc. By invitation only. Contact: Barbara Pickens, OR. 9-3700.	SIMPLICITY PATTERN BOOK (200 MADISON AVE.)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday June 10- June 14 6:00 P.M. Buffet	SUNSET YACHTING CRUISE AND FASHION SHOW Wonderknit will present their new Fall "Miss Wonderteens", coordinated knitted sportswear--7 to 14 and subteen--during a cruise up the Hudson on a 90-foot yacht. (<u>Note Change of Date</u> .) By invitation. Publicity: Ruth Shaw, WI. 7-2562.	WONDERKNIT CO. (112 WEST 34TH ST.)	YACHT ANSTAN III W. 79 ST. YACHT BASIN
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Showing of Vendome jewelry. Publicity: Ann R. Silver, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET 3RD FLOOR
Beginning Monday June 10	SHOWING OF FALL AND WINTER JEWELRY Showing of Fall and Winter collection of jewelry by Trifari. By appointment. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday June 10	SHOWING OF NEW RAINWEAR FASHIONS Introducing a new line of imported men's and women's rainwear fashions from Italy, Spain and Japan. Contact: Fran Rodman, BR. 9-2480.	FABRINI IMPORTS, LTD.	250 WEST 39TH STREET SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 10-	CORSET & BRASSIERE FALL MARKET WEEK	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
June 14	Contact: Mary Osborne, Corset & Brassiere Council, 200 Madison, LE. 2-9440.		
Monday June 10- June 28	DISPLAY OF FALL FASHIONS Display of September promotion for tie-in stores and their buying offices. Also, display of August fashions. Contact: Mimi Weiss, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
Beginning Monday June 10	OPENING: FALL JEWELRY COLLECTION Coro's collection of Fall jewelry fashions. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Tuesday June 11 10:00 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Showing of Fall and Winter bridal collection. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday June 11 11:00 A.M.	PRESS PREVIEW: FUR COLLECTION Showing of fur fashions. For press and buyers, by invitation. Publicity: Peg Wilson, J. G. Proctor Co., YU. 6-7725. Trade showings thereafter, by appointment, at 352 Seventh Avenue, 11th Floor. Contact: LO. 5-5832.	REVILLON WHOLESALE (352 SEVENTH AVENUE)	REVILLON SALON 11 WEST 57TH STREET
Tuesday June 11 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINGER FUR COLLECTION Ritter Brothers will preview their Fall and Winter furs. By invitation. Daily trade showings thereafter at 10:30 and 2:30. By appointment. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Tuesday June 11 4:00 P.M.	PREVIEW OF FALL MATERNITY FASHIONS Press showing of Fall maternity collection. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	PAGE BOY MATERNITY FASHIONS	27 EAST 37TH STREET 2ND FLOOR
June 12 2:30 P.M.	BEN KAHN'S PRESS PREVIEW OF FUR FASHIONS HAS BEEN CHANGED TO MONDAY, JUNE 10, AT 11:00 A.M. (See Page 6).		
Wednesday June 12 3:45 P.M. Champagne	PRESS PREVIEW: FALL FUR COLLECTION Showing of Fall and Winter fur fashions. By invitation. Contact: AL. 5-3037. Publicity: Alfred Davidson, 38 East 57th St., PL. 5-0868.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 12- June 13 4:00 P.M.	CAPSULE CLINICS: LINGERIE & UNIFORMS Preview of lingerie and foundations on June 12, emphasizing promotion and display. On June 13, first specialized uniform clinic. For trade press and retailers by reservation. Contact: Natalie H. Schram, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Thursday June 13 9:45 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL WEAR Preview of Fall bridal wear. By invitation. Fashion show of Fall bridal wear and transition trousseau at 5:30 on the Young 3rd Floor. Open to public. Publicity: Belle Irene Gillis, MU. 8-6800.	TAILORED WOMAN	BRIDAL SALON 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 13 5:00 P.M. Buffet	FALL FASHIONS IN ITALIAN FABRICS Showing of Fall fashions in bart's "Fiocco"; with bart's "Forcylor" and "bartalana". By invitation. Publicity: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR TRIANON-BALLROOM
Thursday June 13 5:30 P.M.; 7:30 P.M. Banquet	13TH ANNUAL FASHION SHOW AT BANQUET "Fashion Diary of All-American Woolknits"--featuring new silhouettes and textures in knitwear and jerseys. Cocktails, 5:30; fashion show, 6:30; banquet, 7:30. For press and buyers, by invitation only. Tickets: \$20.00. Contact: Eleanor Kairalla, Woolknit Assoc., MU. 8-1172.	WOOLKNIT ASSOC., INC. (745 FIFTH AVENUE)	HOTEL PIERRE GRAND BALLROOM
Friday June 14 9:00 A.M. And 12:00 Noon	READY-TO-WEAR BREAKFAST & LUNCHEON "American Designers, Fall Collection"--semi-annual showing. Co-Chairmen: Bettina Ballard and Margaret deMille. Breakfast: \$5.50, members; \$8.00, guests. Luncheon: \$7.50, members; \$10.00, guests (one guest to a member). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALIROOM
Sunday June 16	FATHER'S DAY. Contact: National Father's Day Committee, 50 East 42 St., MU. 7-6952.		
Tuesday June 18 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Fall and Winter collection, designed by Sophie in collaboration with Stephen Erklin. By invitation. Publ: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 18 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Showing of fur fashions by Christian Dior. By invitation. <u>Trade showings</u> thereafter at 10:30 A.M. and 2:30 P.M. Publ: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
Tuesday June 18 6:30 P.M. Dinner	ANNUAL RAINWEAR FASHION SHOW Showing of Fall and Winter rainwear. (More details later). Publicity: Jack Berman, OX. 5-3180.	N.Y. RAINWEAR MFRS. ASS'N (225 W. 34 ST.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday June 19 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Showing of Resort-Spring-Summer 1958 collection: <u>June 19 at 9:30 A.M.</u> --fashion press and accessory stylists; <u>June 19 at 3:30 P.M.</u> --buying office coordinators and department store fashion coordinators; <u>June 20 at 9:30 A.M.</u> --fabric, hosiery and fashion publicists. By invitation. Publicity: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 19 2:00 P.M.	PREVIEW OF FALL MILLINERY Miss May will present her Fall millinery collection. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY	23 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday June 19 4:00 P.M. Tea	PRESS PREVIEW: FALL BRIDAL FASHIONS Russeks will preview their Fall bridal fashions. By invitation. <u>Public showing</u> , Thurs., June 20 at 6:00 P.M., Bridal Salon, 3rd Floor. Publicity: Virginia Woodruff Assoc., WI. 7-6740.	RUSSEKS FIFTH AVENUE	3RD FLOOR BRIDAL SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL JEWELRY COLLECTION "The Luxury Look"--showing of new costume jewelry by Leru. Original designs by TV's Arlene Francis who will present her collection. By invitation. Publicity: Donald E. Degnan Associates, CO. 5-7734.	LERU (383 FIFTH AVE.)	THE HARWYN CLUB 112 EAST 52ND STREET
Thursday June 20 4:00 P.M. Cocktails	FRENCH LEATHER GOODS AT FASHION SHOW The French Commercial Counselor in New York and The French Federation of Handbag and Leathergoods Manufacturers will show leathergoods, evening bags, belts and small leather articles. For press, store executives and buyers. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., PL. 1-2820.	FRENCH FEDERATION OF HANDBAGS-LEATHERGOODS	HOTEL PIERRE GRAND BALLROOM
Monday July 1 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday July 8 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Walter Florell will preview his Fall millinery collection. (<u>Note New Address</u>). By invitation. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	30 WEST 57TH STREET SALON
Tuesday July 9 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Presentation of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Laddie Northridge will preview his Fall millinery collection to the press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Tuesday July 9 7:00 P.M. Dinner	FALL MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STAB. COMMISSION	PLACE TO BE ANNOUNCED
Wednesday July 10 9:00 A.M. Breakfast	PREVIEW OF FALL MILLINERY COLLECTION Premiere showing of Fall hats by Trevi. By invitation. Publicity: Donna Cannon, MU. 7-5447.	TREVI, INC.	LONGCHAMPS 19 WEST 57TH STREET
Wednesday July 10 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Presentation of William J's Fall millinery collection to the press. By invitation. Publicity: Donna Cannon, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Thursday July 11 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN	53 EAST 57TH STREET SALON